

# CITY OF EL CAJON'S HOMELESS STRATEGIES

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*Six Month Review*



# Strategies

- Housing Navigator
- Housing Assistance Funds
- “A Way Back Home”
- Anti-Panhandling Campaign
- Connect EC App
- Program Marketing

# Housing Navigator Progress

## Enrolled in Program

71 individuals

41 households

## Housed

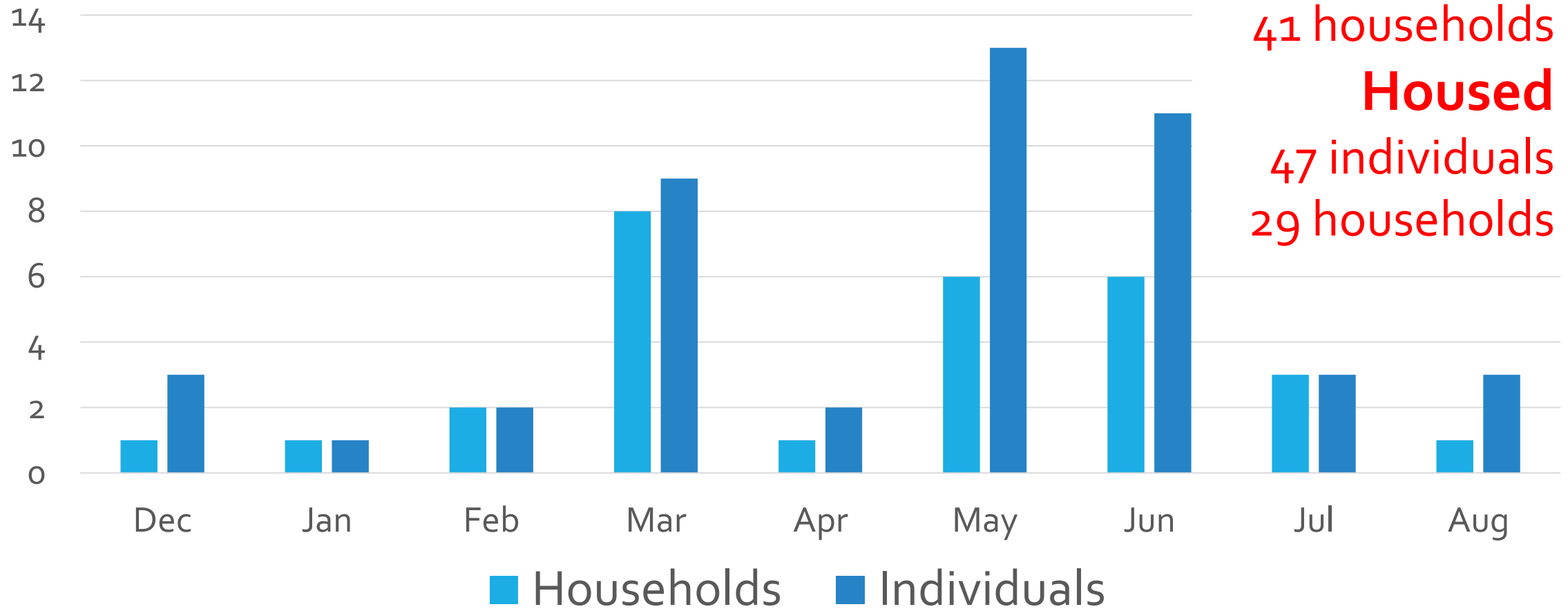
47 individuals

29 households

(32 adults & 15 children)



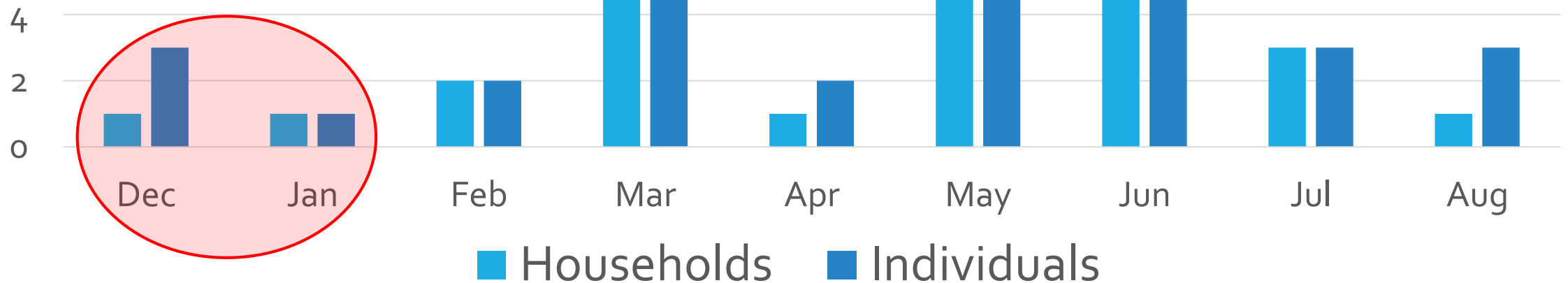
# Housing Navigator Progress



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## Six Month Status

- ✓ 4 individuals
- ✓ All remain in housing
- ✓ 1 person in May out of housing



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41 households

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29 households

# Expenditures for Housing Navigator & Housing Assistance

	Program Cost	Avg. Cost per Person	Avg. Cost per Household
Housing Navigator	\$34,033	\$724	\$1,174
Housing Assistance	\$39,662	\$843	\$1,368
<b>TOTAL</b>	<b>\$73,695</b>	<b>\$1,568</b>	<b>\$2,541</b>

*Navigator has leveraged \$26,700 in non-City funds*

# Housing Navigator Progress - Patterns

## AVERAGE YEARS HOMELESS

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- Vehicle 39%
- Temp Shelter 7%



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## SUBSTANCE ABUSE

- Housed 17%
- Enrolled (not housed) 33%

# “A Way Back Home”


## *After One Year*

- 13 homeless individuals reunited
- \$4,518 or \$348 per person spent
- Success Rate
  - ✓ 10 still in home
  - ✓ 1 homeless again
  - ✓ 2 out of communication



**“A WAY BACK HOME”**

The Salvation Army's  
Homeless Reunification Program.

Steps for connecting candidates  
with their relatives or loved ones!



**YOU ARE LOVED**



Salvation Army: 1011 E Main St, El Cajon, CA 92021  
Referral Phone: (619) 440-3579  
Intake Office Hours 1pm - 3pm M-F

# Anti-Panhandling Campaign

- 27 Locations
- 12" x 18" signs replaced with 18" x 24" signs
- \$2,410 in sign costs



# Connect EC Phone App

- Launched January 8, 2018
- Accessed 434 times (268 unique users)
- \$3,550
- \$8.17 per hit or \$13.24 per unique user
- Resource cards



CREDIT: ROLAND LIZARONDO/KPBS

# Promotion & Messaging

- City Website
- East County Homeless Task Force Resource Page
- Anti-Panhandling Signage

## ADDRESSING HOMELESSNESS

Font Size: + - + Share & Bookmark Feedback Print

In attempts to combat the increase of homelessness in El Cajon, the City has taken a leadership position in the fight to end the issue, to ensure a better way to feed the hungry, and to maintain the community's character. Seeking innovative solutions, forging strong partnerships, and not accepting a defeatist position, have guided the City in its efforts.

### El Cajon's Programs for Change

Housing Navigator - Because each homeless situation is unique, the City has funded a Housing Navigator who works one-on-one with individuals to find permanent housing solutions and other support.

Housing Assistance Fund - The City has allocated \$80,000 to provide housing assistance for those experiencing homelessness.

"A Way Back Home" - In partnership with the Salvation Army, the City has funded a program that reunites homeless individuals with their families who live outside our area.

"Real CHANGE, Not Spare Change" - Did you know that just \$1 of donation provides 5 meals\* for those in hunger? This campaign promotes donating money to homeless programs rather than panhandlers. Currently, more than 27 signs have been placed through the City to bring awareness.

Homeless Phone App - This new and easy-to-use text-based phone app helps homeless individuals connect to services around the City.

Pet Assistance - Pets are often the greatest barrier to accessing services. The City offers free shelter for pets of homeless individuals seeking assistance.

### Resources

Click on the links below to learn more:

- [El Cajon Resource Directory](#)
- [Providers of Homeless and Nutrition Services](#)
- [Homeless Data](#)
- [Protection Against Hepatitis A](#)
- [General Information \(2-1-1 San Diego\)](#)

### Need Help?

Housing  
619-444-1194

Reuniting with Family  
619-440-3579  
(Salvation Army)

Food  
866-350-3663  
(San Diego Food Bank)

Pet Sheltering  
619-441-1580

# Feedback/Next Steps

- On right track?
- Crisis House Agreements?

